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The Hook Up

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A ROUND-ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS

Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

Vol. 1

January-February-March

No. 2

WANTED: VOLUNTEERS

The Hook-Up boasts the politest and most restrained group of readers in existence. However, we are assuming that the few brickbats that you did toss at Vol. 1, No. 1 are more or less representative of general opinion.

Several readers took occasion to agree with our opening statement that the first issue was too formal and dignified. Several others thought that it was altogether too bulky. And two or three felt that the material ran too much to the "testimonial" type.

As long as The Hook-Up has to depend largely on formally requested contributions, it may continue to be a little too stiff and dignified. This is an exchange. So why should we have to invite you to contribute? If you have a problem, an idea, a suggestion, an opinion, or whatnot, please consider this an urgent invitation to get it, or them, off your chest. With 1500 farm and home broadcasters, and potential broadcasters, on the mailing list to form a staff of contributors, we should be able to get some worthwhile discussions started, not to mention a few good disagreements.

In this issue K. B. Roy of Arkansas, and L. L. Longsdorf of Kansas, discuss one often troublesome matter of organization: the business of planning programs, scheduling speakers, and gathering material. What do you other extension editors and radio administrators think about their respective methods?

We await the flood.

T H E H O O K - U P

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R A D I O I N G I N A R K A N S A S

By Kenneth B. Roy, Agricultural Editor

Radioing in Arkansas as an extension activity is not elaborate nor pretentious. Although farm radio sets are on the increase in the State, a recent survey in two typical counties indicates that about 12 per cent of the farm homes are radio equipped. Therefore, any extensive program of broadcasting is not justified for the present, regardless of how ambitious we may feel on the matter.

The University of Arkansas College of Agriculture's radio program is divided into two classifications, namely, weekly personal appearance broadcasts and a daily radio news service. Radio schedules and programs for stations are planned by the editorial office, and are arranged and outlined six months at a time, with timeliness of topics and current interest the primary considerations. At present we are cooperating with three stations, KARK, KCHI, and KLRA, all of Little Rock, in programs presented personally by extension speakers.

The entire State extension staff of the college is used in these series of broadcasts. Each member, specialist, or administrator submits suggested radio topics to the editorial office, and also supplies the editor with a list of previously arranged engagements in counties. The program is then developed and the assignments made in accordance with timeliness and the dates, to avoid conflicts. The radio talks of the specialists are largely concerned with their programs and subject matter fields, while those of the district agents and other administrators interpret the work of the county agents and home demonstration agents in the State, and the way farm people are affected by extension programs.

The assignments made by the editorial office take precedence over all other dates after the program building is completed.

The radio program is then printed, for distribution through the county extension agents to farm homes having radios. Office memorandums are sent out once a week, about 10 days in advance of dates of broadcast, to all staff members, reminding them of their radio dates and subjects.

The daily service is the outgrowth of the correlated Federal and State service. With the advent of emergency programs, much of the radio material from Washington could not be mailed far enough in advance to give Arkansas workers opportunities for localization prior to broadcast dates at the stations. In January 1935, the editorial office began a daily State service of short news paragraphs concerning State and national farm and home news. This service has proved very satisfactory from the standpoint of both the college and the radio stations. Gradually this service is being improved as the result of experience, suggestions, and criticisms of the cooperating stations. This mimeographed daily radio release goes to nine radio stations in the State and four out-of-State stations, at Kansas City, St. Louis, and Memphis.

The radio programs from KARK, which carries also the daily Arkansas Farm and Home News Service, are broadcast by remote control from the College's Little Rock extension office in the new Federal Building.

(Ed Note: See also story from County Agent J. C. Kumpe, page 7.)

HOOSIER AGENTS USE RADIO

By T. R. Johnston, Agricultural Editor, Purdue

Radio has entered the picture during the past few years in Indiana as one of the strongest aids agricultural extension work has had. Today practically all of the county agricultural agents and home demonstration agents in Hoosierland who have access to broadcast facilities are making the most of them.

The most complete county extension radio service is given by O. C. Redenbacher, county agent at Terre Haute, who uses the facilities of WBOW, the local station, from 11:50 to 12 noon, six days a week. When Redenbacher is away from his office, either Miss Ruth Roll, home demonstration agent, or the office secretary, takes over the program.

Last fall, after finding that the farm program had built up a large audience, the management of WBOW installed a microphone in the county extension office. A headset hooked into the circuit permits Mr. Redenbacher to time his first sentence to fit the announcement preceding his program. The office "mike" means quite a saving in time.

County Agent H. E. Abbott, Indianapolis, has been broadcasting longer than any of the other Hoosier agents. He started several years ago, giving active cooperation to building up the WFBM daily farm program, and broadcasting himself once each week. Recently, he has also assumed the responsibility of helping to plan a regular daily farm hour over WIRE, another Indianapolis station.

In 1934 H. S. Heckard, formerly county agent at Ft. Wayne and now assistant State leader, began a twice-a-week program on WOWO, Indiana's most

powerful station, with his assistant, G. W. Sample, taking the "mike" when Heckard was necessarily absent.

C. V. Kimmell, new county agent succeeding Mr. Heckard, is continuing the program. Both county agents have planned their material not only for farm folks but for city people as well, since the station is situated in a city of 125,000 persons.

At Gary, County Agent L. S. Cutler and Home Demonstration Agent Millicent Thatcher have a 15-minute period each Thursday on WIND. This program is limited to a once-weekly schedule mainly because the extension offices are in Crown Point, more than 15 miles from Gary.

Likewise, A. T. Marvel, county agent at Goshen, travels to Elkhart -- 10 miles away -- once a week to broadcast over WTRC, which carries a regular farm program. M. E. Cromer, county agent in Muncie, broadcasts regularly over WLBC of that city; and Walter Haynes, Anderson, in the adjoining county, uses the facilities of WHBU.

John Hull, Vanderburg county agent, and Mrs. Laura Gottfried, home demonstration agent, work closely with WGBF, Evansville. They supply material for broadcasting during the WGBF Farm Hour, and frequently appear personally. Both have time available during this hour whenever they wish it.

S. B. Pershing, Tippecanoe county agent, often takes advantage of the facilities of WBAA, the Purdue University station, which carries daily programs from the office of the extension editor as well as daily news and market broadcasts and special agricultural

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HOOSIER AGENTS USE RADIO
(Continued from page 4)

programs. Pershing does not have a regularly scheduled hour, but cooperates with the extension department in planning his talks, often taking part in dialogues with specialists or extension leaders.

The newest program is that started recently over WSBT by E. C. Bird, county agent in St. Joseph county, with headquarters in South Bend. With Mr. Bird's appearance on the air, every radio station in Indiana, with one exception, was carrying extension programs broadcast by county agents.

ANOTHER MEMORANDUM OF AGREEMENT

The first issue of The Hook-Up called attention to the memorandum of agreement used in Maine, to define obligations and to establish responsibilities of extension broadcasters and cooperating stations. (The agreement is between the five Maine radio stations and the three State agencies broadcasting -- the Extension Service, Experiment Station, and State Department of Agriculture.)

Now L. R. Combs, Extension Editor in Iowa, is putting a similar plan into effect. As he makes new contacts or new arrangements with stations and county agents, Mr. Combs presents a memorandum of understanding for signature by all parties concerned.

If you would like to see sample copies of such memorandums of agreement, let the U.S.D.A. Radio Service office know your wishes.

BUILDING LISTENER INTEREST

Elmer S. Phillips, in charge of agricultural broadcasting for Cornell University, suggests that one function of The Hook-Up should be "the transfer of seemingly small incidental items which build listener interest."

As an example he cites an experiment tried at Cornell several months ago:

"It seems that one of the Kiwanis Clubs located in a nearby county offered to the 4-H Clubs in their region a number of prizes for a potato contest. The Kiwanis Club gave each member who competed three bushels of seed potatoes and the member in turn raised the potatoes throughout the summer, with the understanding that he would return to the sponsor an equal amount of potatoes. At the conclusion of the growing period the potatoes were judged by specialists from the College of Agriculture.

"Announcement of the prizes, however, was made in an unusual manner. The Kiwanis Club invited those who had participated in the 4-H potato-growing contest to joint dinner of the Kiwanis Club and the 4-H members, and as they were seated at the dinner I announced from our Ithaca studios over the radio, at a predetermined time, the winners of the contest. Such a novel method created a great deal of interest in that county and among the contestants, and in addition gave me the opportunity as a representative of the College of Agriculture of publicly thanking the Kiwanis Club for their cooperation with the county agent and 4-H Club agent in their district."

We think Mr. Phillips' suggestion is a good one. Let's have more of these "incidental items."

NEW FRIENDS THROUGH RADIO

By Mrs. Lenora E. Backus, Home Demonstration Agent, Chatham County, Georgia

January 26, 1936, marked the finish of the third year of the "Farm and Home Hour", a feature conducted by the Chatham County Extension Office over WTOG, Savannah.

When a representative of the editorial department of the University of Georgia came to Savannah to arrange for us to give daily farm programs, the county agent and I were both quite dubious about the idea, as neither had had any experience with radio talks other than several articles written for use of the State extension office over WSB, Atlanta.

I was asked to give a talk that would be of interest to our local garden clubs. I wrote the article and memorized it. When I was ushered into the broadcasting room and the door was closed, leaving me alone, I found I was unbelievably frightened. My hands shook so that it was impossible for me to hold the paper and I was glad that I had memorized it beforehand.

The county agent and I divided our time, each one taking alternate days. At first we gave 15-minute talks, but later decided it was better not to limit ourselves to a definite length of time, but to use such time as was necessary to complete the subject we were discussing. We try to vary our talks with seasonal subjects, and whenever any of the extension specialists from Athens are in the city we ask them to take the program. The county agent frequently takes some of the 4-H Club boys or a group of men to the studio and by means of a questionnaire program presents instructive material. At another time the 4-H Club girls' council put on a program giving an account of their club activities. Again, two of our 4-H Club

girls gave a "Growing a Vegetable Garden" program which was very comprehensive and required 25 minutes for presentation.

The girls and boys in our 4-H Clubs are more than anxious to "talk over the radio" and we give them the opportunity whenever we can. If by any chance the county agent or myself is out of the city, some one else from the office takes the program, using the radio material which comes to us now daily from the Department of Agriculture in Washington and the Georgia State extension office.

Ordinarily, programs on miscellaneous home economic and agricultural subjects are given on Mondays, Tuesdays, and Thursdays, with a program on food on Wednesdays, and landscape gardening on Fridays. Inasfar as possible we try to have seasonal subjects and particularly those of interest to farm families.

For a while I felt that our time given over the radio was hardly worth while. But, for example, this summer when we were returning from Athens, we stopped in Statesboro for a few minutes. Our girls were on a Chatham County school bus and the women were in the car with me. When the bus left I spoke to the boy at the filling station and he said, "I know if you are with the bus from Savannah you must be Mrs. Backus; we hear you every time you speak over the radio." A drugstore proprietor there also spoke of listening to our programs. This summer a superintendent of construction with the Highway Department told me with great pride that he now had a radio in his car and would listen to our program wherever

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NEW FRIENDS THROUGH RADIO (Continued from page 6)

he happened to be working. When a new Home Demonstration agent was recently placed in Effingham County and she tried to explain what her work would mean to the community, she was told that the women knew about extension work because they listened to the Chatham County extension radio program over Station WTOG.

We have numerous requests for copies of recipes and other available material referred to in our programs. A stranger who had listened to a talk on soy beans came into the office to get additional information in order to put on an exhibit of soy beans.

I feel that we have actually "met" on the radio hundreds of people whom it would be impossible for us to see personally. To these radio friends, the Farm and Home Hour has come to mean much as a source of information on subjects in which they are vitally interested.

I have cited only a few instances in which the influence of these broadcasts has come to our attention. I feel that our broadcasting has not only given good publicity to extension work, but has really been of value to the listeners.

ARKANSAS FARMERS BUY RADIOS

Writing in the January Agricultural Leaders' Digest, County Agent J. C. Kumpe of Franklin County, Arkansas, reports that "An increasing number of Franklin County farmers are using part of their AAA rental and benefit checks to purchase radio sets.

"In order to keep posted on agricultural problems, and to receive the weather report, livestock market report, and farm and news broadcasts of the University College of Agriculture, the farmers are finding their radios a good investment.

"A questionnaire was recently sent out to determine how the radios are being used. We found that a large percentage listened regularly to agricultural programs."

Mr. Kumpe continues to give examples and the names of farmers who have recently bought radios.

How many other extension workers have similar information? The Hook-Up will appreciate very much getting any and all data bearing on the number of radio sets in farm homes.

TWO OHIO AGENTS BROADCASTING

Two Ohio county agents started regular broadcasts during December. At Toledo County Agent E. O. Williams has a Saturday program on WSPD, 12:15 to 12:30. At Portsmouth County Agent R. M. Thomas is responsible for two programs weekly at 11:45 on WPAY. Mr. Thomas broadcasts once a week himself, and county agents in adjoining counties share the other period.

OKLAHOMA AGENTS START PROGRAM

The County Extension Service of Carter County, Oklahoma, began in November to broadcast weekly over KVSQ, Ardmore. County Agent O. L. Putnam, Home Demonstration Agent Mrs. M. B. Church, and Assistant Murray Cox alternate in taking the 15-minute period.

PUTTING RADIO TO WORK

By E. L. Stanley, County Agent,
Sacramento County, California

The Agricultural Extension Service in Sacramento County, California, broadcasts over KFBK, the Sacramento Bee radio station, five days each week from 12:05 p.m. to 12:20 p.m., on agriculture and home economics.

After more than three years' experience we consider the radio a valuable supplement to our agricultural extension service program in this county. We have a large territory to serve (approximately 5,000 ranches) with a diversity of interests including deciduous fruits, poultry, field crops, vegetables, dairy, beef, sheep, citrus, and olives. In addition we are situated in a city of 100,000 population (the State capital) with many small part time ranches adjacent.

Obviously, the efforts of the agents are spread out rather thin over this territory. The radio gives us a means of contacting a large number of folks in the county daily.

The State office of the Agricultural Extension Service and the Radio Service of the United States Department of Agriculture furnish us with material and we supplement this with local material which stimulates interest in the radio talks.

We have no way of checking accurately the results of the radio program, but judging from the number of references to talks, we feel that the effort is well worth while.

Obviously, talks on a program of this kind have to be seasonal, and the fact that we do have such a diversity of agricultural interests gives us an ample field to draw on. Talks on plant diseases and pest control are

among the most popular. General cultural practices, poultry management, economics and outlook, pasture grasses, and agricultural engineering, have likewise been popular subjects with us. A recent talk on a septic tank for the farm home, with a statement that the plan was available in the Agricultural Extension Service office, brought nearly 100 requests for the plans. The home demonstration agent finds that food selection and recipes are popular among the women. Whenever possible we use local names. This adds interest locally and helps "put over" a talk. For example, if the discussion is ladino clover pasture and we can say that John Jones of Galt reports best results with a mixture of ladino clover and rye grass, the statement is far more effective.

The radio also helps our organization work. It is a helpful means in announcing educational meetings. Then, too, folks like to hear their community mentioned over the radio.

Occasionally we have guest speakers. Recently the secretary of our Production Credit Association gave a series of talks on production credit. Then of course we like to "hook" the specialists for a radio talk when they are in the county. Farm Bureau officers, 4-H Club leaders or members, and other local cooperators are frequently guest speakers.

The extension worker will ask how much time this takes. We estimate that the preparation and broadcasting take about one and a half hours daily of one agent's time. Under our conditions we feel the time and effort are well spent.

WKAR PROVIDES INCREASED SERVICE IN MICHIGAN

By Robert J. Coleman, Director, WKAR

Owned and operated by Michigan State College, WKAR has been 'on the air' since 1922 as a project of the Agricultural Extension Service. Throughout these years a large rural audience has been maintained, to which an increasing urban group is being added. With the sole purpose of providing the best service possible, WKAR has recently undertaken a considerable readjustment and expansion of facilities and program which greatly enhance the value of the station to the State.

Because of reduced budgets during the past five years, the physical equipment of the station became considerably impaired and, while uninterrupted service was maintained, the effectiveness of the transmission was greatly reduced. In July 1935 a vertical antenna system was installed and in September a new composite type transmitter was put in operation. The addition of new studio equipment now brings the technical equipment to a high point of efficiency.

At the same time, interference from other stations on our assigned frequency of 1050 kilocycles was removed by application to, and subsequent granting by, the Federal Communications Commission of a change in frequency to 850 kilocycles. These physical changes now enable the station to reach rural Michigan with consistent service.

Programs have been expanded during the past year to provide an average of 32 hours per week in January, 1936 as compared to 7 hours per week in January, 1934. This increase in hours has been effected by providing a diversified program which utilizes the many educational branches of the College, departments of State government, and special events. Music has been used freely to provide variety and continuity.

Types of material fall into six distinct classifications:

1. Direct service, whereby definite assistance is given on specific problems. This includes such timely subjects as feeding, budgets, insect control measures, spray service, soil practices and the many other phases of farming as presented by the faculty and extension specialists in agriculture and home economics.
2. Indirect service, embracing a variety of presentations in many branches of education. History in the Making, Geography in the News, Government, English, and many other series are classified in this group.
3. Courses of study, offered for those who wish to continue their interest in education. In this group WKAR is presenting six courses -- Farm Electrification, Planning and Remodeling of Farm Buildings, Child Development (for specially organized listening groups), Survey of English Literature (from the College classroom), Spanish, and Rural Sociology. No credit is given but enrollments indicate a desire for this work by a large group of listeners. Study material is furnished free to all who regularly enroll.
4. Public School programs, designed to supplement the work in the schools. A course in biology is offered under the general theme "Man and His Environment." The course is participated in by many high schools. A series designed to provide vocational guidance is also presented.
5. Special events broadcasts of general interest. Among these are such outstanding events as the Crime Conference under the auspices of the State Crime Commission, Farmer's

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SCHEDULING KSAC PROGRAMS

By L. L. Longsdorf,
Program Director, KSAC

During the month of March, some 5,000 radio talks will be scheduled for the broadcasting year of 1936 to 1937 at KSAC, Manhattan, Kansas. Those 5,000 talks will represent the scheduled subject matter radio releases for the broadcast year beginning September 1, 1936, and concluding August 31, 1937.

All talks will be scheduled for timeliness of subject matter to fit the season of the year. Dates for broadcasting talks will be given, along with the names and official titles of the broadcasters. These talks will vary in length from 5 to 15 minutes, with special length of broadcast consideration given to a few selected lectures, such as book reviews, and literary periods. Farm talks will be limited to a maximum of 5 minutes; home economics talks will not exceed 8 minutes; and general scientific talks adaptable to a college of the air feature will not exceed 14 minutes. These talks will be assembled by months, and printed under one printing order for a 12-month period. Distribution of the printed programs will then be made to a request list of radio listeners on the 20th of each month preceding the date of the scheduled broadcasts.

This question has been asked, "How can you schedule programs so far in advance and insure an up-to-date program?"

The answer: Experience over the past 10 years in scheduling programs in this manner shows that there will not be more than 10 or 12 title changes out of the 5,000 scheduled talks. There will be less than that number of cancellations, with the exception of the extension service personnel who may be scheduled in the field.

There will probably be a score of broadcasters who will be unable to appear at the scheduled time, but in the majority of cases the talks will be prepared by the scheduled broadcaster and given by the station announcer. Changes in personnel are corrected in the printed programs by advance announcements and by mimeographed inserts.

WKAR PROVIDES INCREASED SERVICE IN MICHIGAN (Continued from page 9)

Week programs direct from the various meetings, and Commencement.

6. Entertainment, provided throughout the programs to furnish variety. Sports, dramatics, and music are interspersed freely.

Worthy of special mention is the close cooperation between the College and the State government. The Governor of Michigan is presented each week in the Governor's House; the Department of State, State Police, Highway and Agriculture Departments are scheduled regularly. The State Department of Public Instruction conducts each week a teachers' hour in which the teachers of the State are requested to participate. These programs are designed to keep the people of the State informed on affairs of government.

Michigan State College, through its radio service, accepts the responsibility of providing the highest type of educational programs untinctured by propaganda or commercial restraint. The present expansion and the further development of the service has been undertaken in the interest of making education available to all Michigan.

RADIO COMMITTEE'S REPORT TO THE EXECUTIVE BODY OF THE
ASSOCIATION OF LAND-GRANT COLLEGES AND UNIVERSITIES

November 20, 1935

The Committee divides its report this year into two general sections: first, an historical account of educational broadcasting developments; and second, recommended action by the executive body.

I. Historical Section:

During the past five years, or during the operation of that Committee, the Association of Land-Grant Colleges has had an official representative on the National Committee on Education by Radio. This Committee has been in existence five years, its expenses being paid by a grant of money from the Payne Fund. The period of the original grant expires December 31, 1935. The Committee must then either close its work or continue under modified arrangements. The work of the Committee in behalf of educational broadcasting is worthy of review at this time.

A. Collector of Information -- the first task confronting the National Committee on Education by Radio was the collection of reliable information regarding educational broadcasting. Five years ago conditions were more unstable for a college station than at present. A survey of all land-grant colleges and universities was made and the results of this survey published and made available to member institutions and all interested parties. This volume contained much valuable information regarding equipment, techniques, plans of organization, financing of the plans, etc.

The Committee, as a collector of information, has kept a watchful eye upon educational broadcasting everywhere and published the most valuable of this information in its periodical, EDUCATION BY RADIO, which is now finishing its fifth annual volume.

B. Protection of Educational Stations -- Five years ago educational stations, many of which had been pioneers in broadcasting, were faced with extinction through competition from commercial interests and because of natural factors and difficulties incident to a new and untried enterprise. The National Committee on Education by Radio offered the services of its research staff and legal consultant to assist colleges in the protection of their facilities. This service has been greatly appreciated by colleges, and today a much more satisfactory and stable condition exists.

We believe that the Committee and its work has contributed much to a change of attitude on the part of the Communications Commission toward public welfare broadcasting. That this is true is evidenced by the two conferences, one in October 1934 and the other in May 1935, called by the Commission in which educational broadcasters were invited to present their views and, in the last conference, to present definite plans for the improvement of broadcasting. The Commission has further shown its interest by the appointment of a committee headed by the United States Commissioner of Education, Dr. John W. Studebaker, to confer with and advise the Commission as to ways and means for still further improving the public values of broadcasting. It is expected that the personnel of this committee will be announced soon. The National Committee on Education by Radio will have representation on this Committee.

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C. Enlarged Objectives -- Serving as a clearinghouse for educational broadcasting, the National Committee on Education by Radio has gradually enlarged its vision of the whole subject and now defines its commission as the promotion of public interest in and support for public broadcasting service. This objective includes not only the protection and promotion of broadcasting by college stations, but also includes public welfare broadcasting of all kinds. The Committee now views broadcasting in the broader light of public welfare rather than in that part of such a program which is included in the work of a school station.

D. Program Proposed -- In harmony with the broadened view of the problem, the Committee proposed to the Federal Communications Commission in May 1935 the following program:

1. The establishment of a public broadcasting service paralleling the present commercial service and aimed to supplement but not supplant the present American system, placing at the disposal of American listeners a third program designed to promote public welfare and free from advertising, but without interference with present broadcasting programs.

2. That in connection with such public broadcasting service all local public broadcasting stations, including the college stations, should be assured the right of affiliation and hookup with such national public program. Such privilege would improve the programs of college stations and reduce the difficulties of program making with the inevitably limited resources of a single locality.

3. That the public broadcasting service would include research in the techniques of educational broadcasting, in determining public tastes and desires, and in measurements of the values of broadcasting.

4. That provision be included for the making and distributing of records of notable broadcasts and events. Such a library of records available to college stations would enlarge their program resources.

E. Committee to Continue -- The Payne Fund officials have signified their willingness to continue the support of the Committee for another two years, on a reduced budget, however. The Committee has proposed that its objective be defined as the promotion of public interest and support for public broadcasting service.

F. General Situation --

1. Awakened public interest -- There is evidently growing public appreciation of the potential service of broadcasting. The college stations have demonstrated to a growing audience the values of such service. The increased appreciation for wholesome, meritorious programs and the increasing dissatisfaction with many of the advertising programs are combining to create greater public interest and support.

2. Congressional interest -- Dissatisfaction with present programs together with an understanding of the possibilities of broadcasting has prompted the introduction of many measures into Congress all aiming to increase the social values of broadcasting. This is definitely an indication of increasing interest on the part of Congress.

3. Improved attitude of commercial broadcasters -- Commercial broadcasters are showing more alertness to public opinion and to the social service which their broadcasts can render. The attitude toward educational programs is improving.

4. Successful demonstrations -- Probably the most valuable service rendered by existing college stations has been the clear demonstration of the acceptability of the college program. College stations have demonstrated how they can render highly valuable public service. These demonstrations have included broadcasts to organized schools and to the general public. The college stations have loaned their services for the transaction of public business, and for the presentation of public forums on questions of importance. Such demonstrations should be continued by the college stations as the presentation of valuable and acceptable service is the best possible promoter of public interest. The programs of the United States Department of Agriculture have been remarkably successful. These programs are to be continued and improved by modifications of organization.

II. Recommended Action:

A. New Department of Agriculture Program -- Your Committee commends the project of the National Broadcasting Company and the Department of Agriculture in cooperation with the land-grant colleges, for a series of national Farm and Home Hour broadcasts starting next year directly from the campuses of individual land-grant colleges.

B. Listening Groups -- It is recommended that the executive body endorse the project under consideration by the U. S. Department of Agriculture for the presentation of a series of weekly broadcasts to the local discussion groups which are to be formed this winter with the assistance of the committee and under the general direction of the Department. Such a program, if it can be financed and presented at an appropriate time through the cooperation of the National Advisory Council on Radio in Education, the Carnegie Foundation, and the radio industry, will undoubtedly aid in vitalizing the whole discussion project so important to the national welfare.

C. Social Values of Broadcasting -- Your committee recommends that the executive body reaffirm in behalf of the land-grant colleges its interest and belief in the great potential values of this new medium of mass education, an instrument which can accelerate the present service of the colleges and can exert tremendous influence in raising the cultural standard of the nation.

D. Membership on the National Committee on Education by Radio -- It is recommended that the executive committee approve the continued official representation of the Association of Land-Grant Colleges and Universities on the National Committee on Education by Radio.

E. Active Interest Needed -- More active, alert, aggressive use of radio for extension and promotion of college services is urged upon all members of this Association. It is not only an opportunity for the colleges to demonstrate the social values of mass communication, but it is also an obligation.

H. J. C. Umberger, Chairman
Radio Committee

RIGHT OFF THE TELETYPE

(And onto the Hook-up)

Urbana, Ill., Jan. 15 -- President Willard, Dean Mumford, County Agent Johnathan B. Turner, University's famed concert band, and the music faculty did themselves and the whole Land Grant College system proud in the first Land Grant College broadcast of series of 48 to be presented on National Farm and Home Hour. Emphasis upon contributions of whole Land Grant system to farm and home with experience of Illinois College of Agriculture in soil plot experiments, and leadership in adjustment of farming through knowledge thus gained advanced as example. Grand musical program. Congratulations, Dutch Keilholz.

.....

Washington, D. C., Feb. 20 -- U.S.D.A. plans soon announce examination for agricultural writer (radio) to set up Civil Service register from which to fill vacancies created when Frank L. Teuton made editor Bureau Chemistry and Soils in Department and Ralph Fulghum took job as extension editor for Georgia. Any reader interested in taking examination drop line to Morse Salisbury. He'll see you get announcement, which will give educational and experiential qualifications, etc.

.....

FLASH ----- FLASH

Washington, D. C., Feb. 19 -- Federal Radio Education Committee met February 17 and 18. This is committee appointed by Federal Communications Commission following report to Congress in the matter of Section 307 (c) of the Communications Act of 1934. Chairman, U. S. Commissioner of Education J. W. Studebaker. Purpose:

"1. Eliminate controversy and misunderstanding between groups of educators and between industry and educators.

"2. Promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases."

At first meeting committee discussed field of operations. Also considered plans for research and demonstration programs designed to find principles of operating educational broadcasting successfully, and set up actual programs which would demonstrate application of principles. Sub-committees were appointed to define educational broadcasting, receive reports of conflict between educators and broadcasters over matters of providing facilities for educational broadcasts, and perhaps try to compose the differences, find funds to finance the research projects, administer the research projects, and guide the general work of the full committee.

The chairman will fix the date for the next meeting of the committee.

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Ithaca, N.Y., Feb. 19 -- Second of Land Grant College series in National Farm and Home Hour presented here today from campus of Cornell University. Provost Mann, Prof. La Mont, Prof. Howe, Dean Ladd, and the music faculty of the University produced an outstanding program. Speakers told the story of New York State's program for more effective land use, and showed how the Land Grant College agencies of the State are the mainspring in the execution of the program. Outstanding music program. Whole production is ten-strike by Elmer Phillips.

Next Land Grant College program Wednesday, March 18, 12:30 to 1:30 p.m., E.S.T. (11:30 a.m. to 12:30 p.m., C.S.T.; 10:30 to 11:30 a.m., M.S.T.) from campus of Colorado Agricultural College. Theme: How a Land Grant College Contributes to Development of Farm System Suited to Needs of Its State. In charge of arrangements, Glenn Kinghorn.

.....

Your reporter,
Morse Salisbury

TRouble DEPARTMENT

The Federal Radio Education Committee has set up a sub-committee to receive reports of conflicts between educational institutions and broadcast station operators over such matters as schedules for educational broadcasts. The committee may evolve a procedure to follow in conciliating such difficulties.

Reports of difficulties should be addressed to the chairman of the committee, U. S. Commissioner of Education J. W. Studebaker, Washington, D. C. Every effort should be made by educators to compose differences by local negotiation, and only instances in which a stalemate has been reached, with solution by further negotiation locally impossible, should be reported to the committee. Reports should state all circumstances, and set forth accurately the position of both parties. Best form of report would be one in which station operator and educational institution representative joined in statement of facts of situation so that possibility of report misstating circumstances or attitudes would be eliminated so far as possible.

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Wallace Moreland reports probable solution by local negotiation of difficulty with Station WOR over schedule for parent-education series mentioned in Trouble Department of November-December HOOK-UP.

.....
How do county agents handle the forwarding of bulletins and mimeographs requested by listeners? This sometimes turns out to be a problem when an offered item of literature turns out to be unexpectedly in demand.

Do State extension editors provide county agents with supplies of bulletins offered listeners in syndicate copy sent to county agents for broadcast? Or do they ask county agents to forward requests to State office and then mail bulletins from State office to listeners?

RADIO LITERATURE

Cantril, Hadley, and Allport, Gordon W. The Psychology of Radio.
New York. Harper & Brothers, 1935. 276 p.

Everyone who takes radio broadcasting seriously will study this book. The authors, well known in the fields of experimental and social psychology, have analyzed the mental setting of radio, mainly from the standpoint of the consumer of radio programs -- the listener. They have conducted experiments to find the facts about certain moot questions in program making. Part II of the volume, the part which reports results of these experiments, will be of especial interest to farm and home broadcasters. The chapter headings indicate content: Voice and Personality; Sex Differences in Radio Voices; Speaker versus Loud-Speaker; Listening versus Reading; Effective Conditions for Broadcasting. Part III makes practical interpretations of these and other experiments and experiences. The chapter on practical application of these experimental results to educational broadcasting methods will of course attract readers of The HOOK-UP. While too long to quote here, we should like to commend to the closest attention of readers, the chapter's point-by-point comparison of advantages of radio instruction and class-room instruction. Many of the points which Department of Agriculture radio workers have made repeatedly in discussing the limitations and the potentialities of radio in the extension field are emphasized again in this analysis.

By and large Cantril and Allport's experiments bear out quite well the common sense conclusions of practical broadcasters in the educational field. They give hope that agreement among practitioners upon techniques for radio education in the adult field is possible.

M.S.

